

**AMENDMENTS TO THE CLAIMS**

Please amend claims 1 and 23, and add new claims 36 and 37 as follows:

1. (Currently Amended) An electronic reading system, comprising:

a formatted surface having an area that includes a specific part of an address pattern, wherein a unique position on the address pattern can be identified from an examination of a portion of the address pattern, and the address pattern includes at least a first portion and a second portion, the first portion being assigned to a first application, and the second portion being assigned to a second application;

an electronic reading device including a sensor for detecting at least a portion of the specific part of the address pattern; and

a server associated with the specific part of the address pattern for receiving a message from the electronic reading device, said message sent in response to said detection, and for performing a function in response to said message, wherein the server identifies one of the first application and the second application associated with the unique position; and

wherein the electronic reading device further includes a memory adapted to store a grid description, the grid description associating an action to be performed by the electronic reading device with the specific part of the address pattern.

2. (Original) The system of claim 1, wherein the address pattern comprises a pattern of dots.

3. (Original) The system of claim 1, wherein said area of the formatted surface further includes printed hyperlink identification information.

4. (Original) The system of claim 3, wherein the printed hyperlink identification information comprises a printed image, said function performed by the server comprising retrieving an electronic copy of the printed image.

5. (Original) The system of claim 3, wherein the printed hyperlink identification information comprises text, said function performed by the server comprising retrieving an audio copy of the text.

6. (Original) The system of claim 1, wherein the function comprises sending information associated with the specific part of the address pattern to an electronic device associated with a user of the electronic reading device.

7. (Original) The system of claim 1, wherein the function comprises sending information associated with the specific part of the address pattern to an email address associated with a user of the electronic reading device.

8. (Original) The system of claim 1, wherein the electronic reading device further includes a radio transmitter for sending data relating to the detected specific part of the address pattern to the server.

9. (Original) The system of claim 8, further comprising a mobile station for receiving said data and for sending said message to the server.

10. (Original) The system of claim 9, wherein the function comprises sending information associated with the specific part of the address pattern to the mobile station.

11. (Original) The system of claim 10, wherein the mobile station includes an Internet browser, said information comprising a web page.

12. (Original) The system of claim 1, wherein the electronic reading device sends data relating to the detected specific part of the address pattern to the server using one of an infrared data transmission, inductive coupling, and a cable connection.

13. (Original) The system of claim 1, wherein the specific part of the address pattern relates to a product, the function comprising sending product information.

14. (Original) The system of claim 1, wherein the formatted surface comprises a part of a printed publication.

15. (Original) The system of claim 1, wherein the formatted surface comprises a business card.

16. (Original) The system of claim 1, wherein the function comprises retrieving a transportation timetable.

17. (Original) The system of claim 1, wherein the specific part of the address pattern is associated with an object and the function comprises retrieving an identification of the object based on the specific part of the address pattern.

18. (Original) The system of claim 17, wherein the server further sends an authentication of the object.

19. (Original) The system of claim 1, wherein the specific part of the address pattern corresponds to an office message state.

20. (Original) The system of claim 19, wherein the function comprises activating one of a phone mail message associated with the office message state and an email response message associated with the office message state.

21. (Original) The system of claim 1, wherein the specific part of the address pattern corresponds to a geographical location.

22. (Original) The system of claim 21, wherein the function comprises storing an indication that the specific part of the address pattern has been detected by the electronic reading device.

23. (Currently amended) A method for selecting a hyperlink address, comprising the steps of:

detecting a portion of an address pattern on a formatted surface of an object using an electronic reading device, wherein a unique position on the address pattern can be identified from an examination of a portion of the address pattern, wherein the address pattern includes at least a first portion and a second portion, the first portion being assigned to a first application, and the second portion being assigned to a second application;

storing, by the electronic reading device, a grid description, the grid description associating an action to be performed by the electronic reading device with the detected portion of the address pattern;

identifying an Internet address corresponding to the detected portion of the address pattern;

sending a message to the identified Internet address; and

performing an operation in a server for the identified Internet address in response to the message, wherein the server identifies one of the first application and the second application associated with the unique position.

24. (Original) The method of claim 23, wherein the operation comprises sending data to a client address associated with the electronic reading device.

25. (Original) The method of claim 24, wherein the client address identifies one of a user email address and a user electronic device.

26. (Original) The method of claim 25, wherein the data comprises product information.

27. (Original) The method of claim 25, wherein the object comprises a printed publication.

28. (Original) The method of claim 25, wherein the object comprises a business card.

29. (Original) The method of claim 25, wherein the data comprises transportation schedule information.

30. (Original) The method of claim 25, wherein the data comprises an identification of the object.

31. (Original) The method of claim 25, wherein the data comprises information regarding an attraction.

32. (Original) The method of claim 25, wherein the data comprises location information relating to a geographical location of the object.

33. (Original) The method of claim 23, wherein the operation comprises authenticating the object.

34. (Previously presented) The electronic reading system of claim 1, further comprising:

a client adapted to receive a grid description request from the electronic reading device, and provide the grid description to the electronic reading device in response to the grid description request.

35. (Previously presented) The method of claim 23, further comprising:  
sending, by the electronic reading device, a grid description request to a client; and  
providing, by the client, the grid description in response to the grid description request.

36. (New) The system of claim 1, wherein the grid description is received from an electronic client separate from the formatted surface.

37. (New) The method of claim 23, wherein the grid description is received from an electronic client separate from the formatted surface.